

ABSTRACT OF THE DISCLOSURE

“System and Method for Providing a Push Gateway Between Consumer Devices and Remote Content Provider Centers”

An efficient Push-Pull data gateway is described for use by remote content provider centers or content sponsors to Push data content or have it pulled from remote networks. The data content is then broadcast through an existing in-band on-channel (IBOC) network to consumer devices equipped with iBOC receiver. Examples of data content include digital audio and data broadcasts and examples of consumer devices include consumer electronics device for receiving such broadcasts. The gateway particularly serves as a data concentration and management center with several data processing features for facilitation of data transmission. The described protocol utilized by the Push-Pull gateway supports handling of transmissions errors, various addressing schemes, multiple transmission speeds, prioritization of content, and other scheduling features.